

a field for storing a second identifier associated with said first identifier and corresponding to an observed offline purchase history of the consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired, the first identifier and the second identifier being readable by at least one processor for facilitating the delivery of the targeted advertisement.

86. (Twice Amended) The computer readable medium of Claim 85, wherein the first identifier comprises a cookie;

and wherein the second identifier comprises a shopper card identification code of the consumer.

*Sub C7* 87. (Twice Amended) A computer readable medium for storing information for delivering a targeted advertisement, comprising a data structure including:

a field for storing a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired; and

a field for storing a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer, the first identifier and the purchase behavior classification being readable by at least one processor for facilitating the delivery of the targeted advertisement.

88. (Twice Amended) The computer readable medium of Claim 87, wherein the first identifier comprises a cookie.

*Sub C3* 89. (Twice Amended) A computer readable medium for storing information for delivering a targeted message, comprising a data structure including: